Slims Club #3 - Cell Structure & Pre-Pull Quantities

Cell #	Audience Description	Offer	Count
01	Virginia Slims High Coupon/High Cont.	1-$1.00-off ctn/4 pks 1-$2.00-off ctn 5 Bonus UPCs	156,513
02	Virginia Slims High Coupon/Low Cont.	1-$1.00-off ctn/4 pks 1-$2.00-off ctn 10 Bonus UPCs	171,708
03	Virginia Slims Low Coupon/High-Low Cont.	2-$1.50-off ctn/4 pks 1-$3.00-off ctn 10 Bonus UPCs	309,591
04	TEST - Slims High/High	2-$1.50-off ctn/4 pks 1-$3.00-off ctn 10 Bonus UPCs	7,500
05	TEST - Slims High/Low	2-$1.50-off ctn/4 pks 1-$3.00-off ctn 10 Bonus UPCs	7,500
06	Super Slims	2-$1.50-off ctn/4 pks 1-$3.00-off ctn 5 Bonus UPCs	17,682
07	Competitive High Coupon/High Cont.	2-$1.50-off ctn/4 pks 1-$3.00-off ctn 5 Bonus UPCs	44,774
08	Competitive High Coupon/Low Cont.	2-$1.50-off ctn/4 pks 1-$3.00-off ctn 10 Bonus UPCs	57,221
09	Competitive Low Coupon/High-Low Cont.	2-$2.00-off ctn/4 pks 1-$4.00-off ctn 10 Bonus UPCs	96,015
10	TEST - Competitive High Coupon/High Cont.	2-$2.00-off ctn/4 pks 1-$4.00-off ctn 10 Bonus UPCs	7,500
11	TEST - Competitive High Coupon/Low Cont.	2-$2.00-off ctn/4 pks 1-$4.00-off ctn 10 Bonus UPCs	7,500
12	Capri	2-$1.50-off ctn/4 pks 1-$3.00-off ctn 5 Bonus UPCs	116,820
13	Misty	2-$2.00-off ctn/4 pks 1-$4.00-off ctn 10 Bonus UPCs	116,744
14*	Menthol	2-$1.50-off ctn/4 pks 1-$3.00-off ctn 10 Bonus UPCs	18,000
15	Slims Potential Last Chance	2-$1.50-off ctn/4 pks 1-$3.00-off ctn 10 Bonus UPCs	38,281
16	Competitive Potential Last Chance	2-$2.00-off ctn/4 pks 1-$4.00-off ctn 10 Bonus UPCs	1,485
17	Slims/Last Chance #2 Recent Responders	2-$1.50-off ctn/4 pks 1-$3.00-off ctn 10 Bonus UPCs	4,935
18	Comp/Last Chance #2 Recent Responders	2-$2.00-off ctn/4 pks 1-$4.00-off ctn 10 Bonus UPCs	295

Estimated Quantity for Slims Club #3 1,180,064

*Cells 14, is a preliminary number, with the pre-pull quantity TBD.

Today

included on response

2071417627

Source: https://www.industrydocuments.ucsf.edu/docs/ylxn0004